

Contractors 4 Industry - Scope of Work (Version 5)

1. Project Overview

Contractors 4 Industry is an online platform designed to connect manufacturers with qualified contractors. Manufacturers can search for contractors based on specific criteria and request quotes from selected contractors. Contractors can create comprehensive profiles, gain visibility through subscription plans, and access a range of additional features. Payment processing for subscriptions and features is handled by the platform, while project payments are processed directly between manufacturers and contractors.

2. Target Users

- Manufacturers seeking qualified contractors for their projects.
- Contractors looking to expand their reach and acquire new clients.

3. Functionalities Required:

3.1 Core Functionality (Available to all users):

- Contractor Search: Manufacturers can search for contractors by Industry, Trade, and Location.
- Contractor Profiles: Contractors create profiles showcasing experience, portfolios, and reviews.
- Quote Request and Management: Manufacturers request quotes from contractors directly via email.

3.2 Subscription Tiers

The platform offers tiered subscription plans for contractors:

3.2.1 Standard Tier (£500 annually + VAT or £45.83 + VAT per month)

- Enhanced search capabilities with industry, location, and company size filters.
- Portfolio features: Contractors can upload projects and project history.
- Profile enhancements: Profile impressions are tracked for contractors, allowing them to gauge visibility.
- Standard Ads functionality: Contractors can upload ad designs, schedule ad placements, and manage durations.

3.2.2 Premium Tier (£600 annually + VAT or £55 + VAT per month)

- All features of the Standard Tier plus:
- Premium profile visibility: Featured placement in search results, additional profile content.
- Ads functionality: Premium contractors can upload ads for increased visibility.

3.2.3 Enterprise Tier (£700 annually + VAT or £64.17 + VAT per month)

- All features of Premium Tier plus:
- Homepage Banner Ads: Enterprise contractors gain access to exclusive rotating banner ads on the platform homepage.

3.3 Advertisement Management

3.3.1 Standard Ads Flow (Available to all tiers: Standard, Premium, and Enterprise)

- Ad Creation and Submission: Contractors can upload their ad designs and set the ad duration. The platform handles the placement of ads excluding the homepage.
- Ad Duration Management: Contractors specify the duration, and ads are automatically removed once the period ends.
- Payment Process: Contractors pay for ads after selecting their plan.
- Tracking and Reporting: Contractors can track basic metrics like impressions within their dashboards.

3.3.2 Homepage Banner Ads Flow (Exclusive to Enterprise Tier)

- Ad Design Submission: Enterprise contractors can upload custom banner ad designs.
- Ad Rotation: Banner ads rotate on the homepage, ensuring all Enterprise contractors receive visibility.
- Tracking and Reporting: Contractors can view detailed metrics such as impressions and click-through rates.

3.3.3 Ad Management Features Across Both Flows

- Contractor Flow Testing: Contractors manage both Standard and Homepage Banner Ads via an intuitive UI.
- Ad Duration and Scheduling: The system ensures ads are removed after the specified time.
- Visibility Tracking: Contractors can monitor ad performance metrics across both ad types.

4. Additional Required Fields for UI Design

Contractor Profile Fields (Required for Search, Filtering, and Advertisement Features):

- Company Name
- Industry Category
- Trade
- Location
- Number of Employees
- Years of Experience
- Certifications and Licenses
- Portfolio and Project History
- Ratings and Reviews
- Contact Information
- Subscription Tier (Standard, Premium, Enterprise)

Manufacturer Search and Interaction Fields:

- Industry Filter
- Trade Filter
- Location Filter
- Company Size Filter
- Sorting Options (Relevance, Most Contacted, Distance, Newest Added, Ratings)

Advertisement Management Fields:

For Standard Ads:

- Ad Design Upload
- Ad Duration (start and end date)
- Payment Method
- Basic Ad Performance Metrics

For Homepage Banner Ads:

- Banner Ad Design Upload
- Advanced Performance Metrics (impressions, click-through rates)

5. Excluded Sections

- Ad Placement Selection for Standard Ads
- Rotation Interval Selection for Banner Ads
- Admin Approval for Homepage Banner Ads
- Subscription Management by Admin
- Review Management System for pending reviews